



Public Awareness Programs for Pipeline Operators

American Petroleum Institute
Recommended Practice 1162

Topics

- ◆ Goals of the program
- ◆ Target audiences
- ◆ Program development
- ◆ Message content/delivery/frequency
- ◆ Effectiveness measurement

Program Objectives

- ◆ “The overall goal of a pipeline operator’s public awareness program is to enhance public safety and environmental protection through increased public awareness and knowledge.”

Target Audiences

- ◆ Public
- ◆ Public officials
 - Emergency responders
 - Others
- ◆ Excavators

Program Development

- ◆ Overall Program Administration
 - Define program objectives
 - Obtain management commitment
 - Identify program administration
 - Identify pipeline assets

Program Development

- ◆ Program Development – asset specific
 - Identify the four stakeholder audiences
 - Determine message type and content
 - Determine frequency for each
 - Determine delivery method

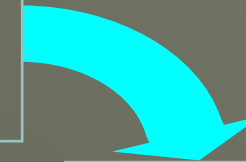
Program Development

- ◆ Program Development – asset specific
 - Enhancement necessary
 - Implement and track progress
 - Evaluate effectiveness
 - Implement improvements

**Establish Public Awareness
Program Administration
with Management Support
(Steps 1 – 4)**



**Identify
Stakeholder
Audiences
(Step 5)**



**Determine the
Messages
(Step 6)**



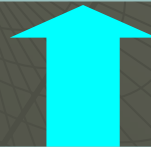
**Establish the
Frequencies
(Step 7)**



**Establish the
Delivery Methods
(Step 8)**



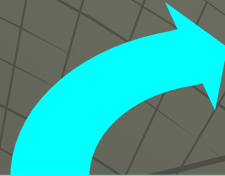
**Evaluate the Need for
Program Enhancement
(i.e. Supplemental
Activities)
(Step 9)**



**Implement the Program
and Track Progress
(Steps 9 and 10)**



**Evaluate the Program
and Implement
Continuous
Improvement
(Steps 11 and 12)**



Audiences for Transmission

- ◆ Affected Public
 - Landowners and residents along the ROW and places of congregation
 - Residents near storage fields or other major facilities

Audiences for Transmission

Message	Frequency	Method / Media
<p>Baseline Messages:</p> <ul style="list-style-type: none">• Pipeline purpose and reliability• Awareness of hazards and prevention measures undertaken• Damage Prevention Awareness• One-Call Requirements• Leak Recognition and Response• Pipeline Location Info• How to get additional information• Availability of list of pipelines	Baseline min. = 2 years	Baseline Minimum; <ul style="list-style-type: none">♦ Targeted mailings or, brochures, flyers, or letters♦ Pipeline Markers

Audiences for Transmission

- ◆ Emergency Officials
 - Fire depts.
 - Police/sheriff depts.
 - Local Emergency Planning (LEPCs)
 - County and State Emergency Management Agencies (EMA)
 - Other Emergency Response
 - Other Public Safety Organizations

Audiences for Transmission

Message	Frequency	Method/Media
<p>Baseline Messages:</p> <ul style="list-style-type: none">· Pipeline purpose and reliability· Awareness of hazards and prevention measures undertaken· Emergency Preparedness Communications· Potential hazards· Pipeline Location Info and availability of NPMS· How to get additional information	<p>Baseline Minimum = Annual</p>	<p>Baseline Minimum:</p> <ul style="list-style-type: none">· Personal Contact (generally preferred) <p>OR</p> <ul style="list-style-type: none">· Targeted Mailings, brochures, flyers, or letters <p>OR</p> <ul style="list-style-type: none">· Group Meetings <p>OR</p> <ul style="list-style-type: none">· Telephone calls with Mailing

Audiences for Transmission

◆ Public Officials

- Planning / zoning boards
- Licensing depts.
- Permitting depts.
- Building Code Enforcement depts.
- City / County Managers
- Elected Officials
- Public Utility Boards
- "Governing Councils"

Audiences for Transmission

Message	Frequency	Method/Media
Baseline Messages: <ul style="list-style-type: none">• Pipeline purpose and reliability• Awareness of hazards and prevention measures undertaken• Emergency Preparedness Communications• One Call Requirements• Pipeline Location Info and availability of NPMS• How to get additional information	Baseline Minimum = 3 Years	Baseline Minimum: <ul style="list-style-type: none">• Targeted Mailings, brochures, flyers or letters

Audiences for Transmission

- ◆ Excavators / Contractors
 - Equipment rental companies
 - Public works officials
 - Public street, road, and highway depts.
 - Timber companies
 - Fence building companies
 - Drain tiling companies
 - Landscapers
 - Well drillers

Audiences for Transmission

Message	Frequency	Method / Media
Baseline Messages: <ul style="list-style-type: none">• Pipeline purpose and reliability• Awareness of hazards and prevention measures undertaken• Damage Prevention Awareness• One-call Requirements• Leak Recognition and Response	Baseline Minimum = Annual	Baseline Minimum: <ul style="list-style-type: none">• Targeted Mailings, brochures, flyers or letters• One-Call Center Outreach• Pipeline Markers

Audiences for Transmission

Message	Frequency	Method / Media
Supplemental Messages: Pipeline purpose, prevention measures and reliability	Supplemental Frequency: Additional frequency and Supplemental efforts as determined by specifics of the pipeline segment or environment	Supplemental Activity: <ul style="list-style-type: none">• Personal Contact• Group Meetings

Message Content

- ◆ Operator should select the optimum combination of message, delivery method, and frequency that meets the needs of the intended audience.
- ◆ The communications should include enough information so that in the event of a pipeline emergency, the intended audience will know how to identify a potential hazard, protect themselves, notify emergency response personnel, and notify the pipeline operator.

Message Content

- ◆ General overview of pipelines purpose and necessity.
- ◆ Broad overview of hazards, consequences, and preventive/mitigative measures the operator employs.

Message Content

- ◆ Leak Recognition and Response for public and excavator groups.
 - Specifics about the product transported.
 - Recognizing and response actions for a release.

Message Content

- ◆ Emergency Officials Preparedness
 - Summary of information should be provided to Local Public Officials
 - Priority – Protection of life
 - Company emergency contact info.
 - Operator's emergency plans

Message Content

- ◆ Emergency Officials Preparedness
 - Conducting joint emergency response drills, exercises, or deployment practices

Message Content

◆ Excavators

- Use of one call – any penalty provisions?
- Common Ground Alliance
- Reporting of minor damages

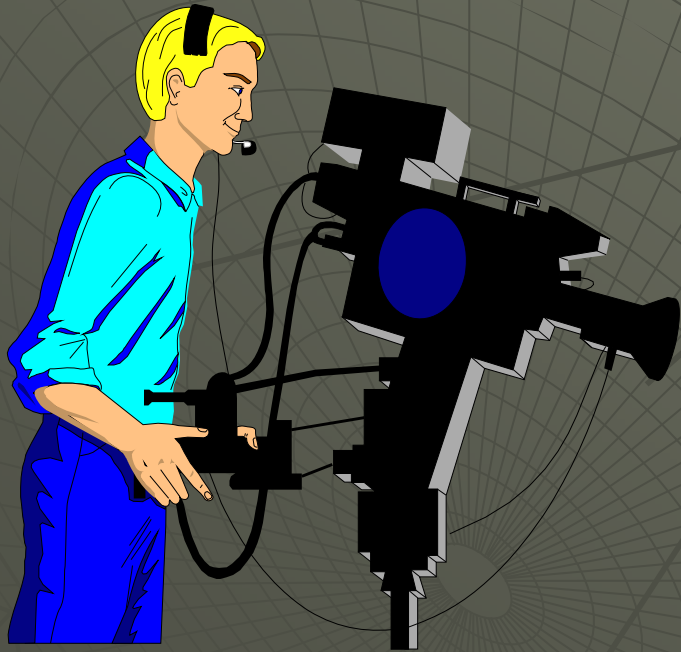
Delivery Methods

◆ Print materials

- Targeted mailings, brochures, flyers etc.
- Letters
- Maps
- Response (bounceback) cards
- Bill stuffers



Delivery Methods



- ◆ Personal contact
- ◆ Electronic – videos, CDs, email
- ◆ Mass media – PSAs, newspaper, paid advertisement, community newsletters
- ◆ Specialty items

Confusing Message?



Documentation

- ◆ Statement of management commitment
- ◆ Description of roles and responsibilities
- ◆ Identification of key personnel

Documentation

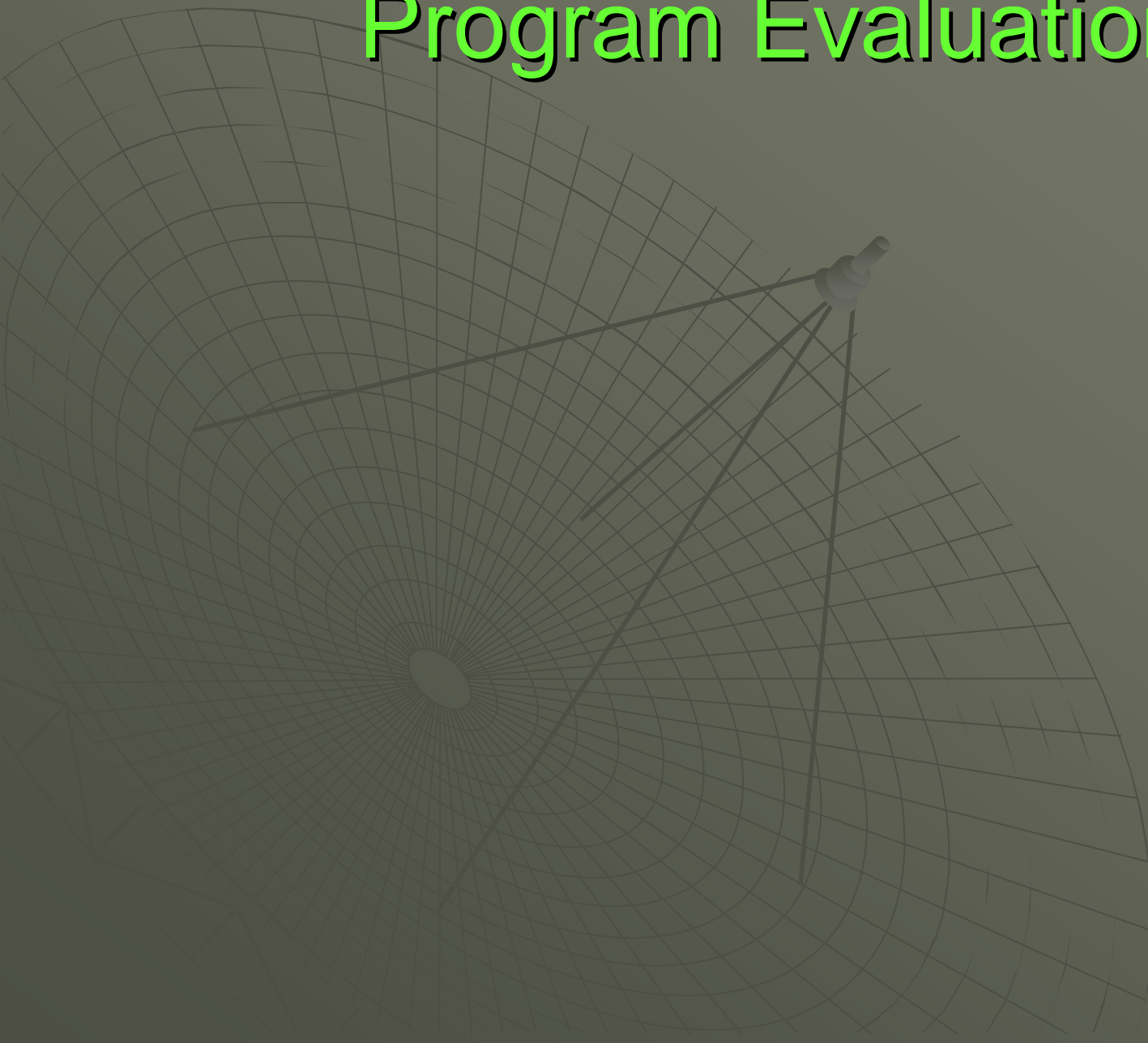
- ◆ Identification of methods and media, as well as basis for such
- ◆ Frequency and basis for delivery with each of the targeted audiences
- ◆ Identification of enhancements and the basis for the enhancements

Documentation

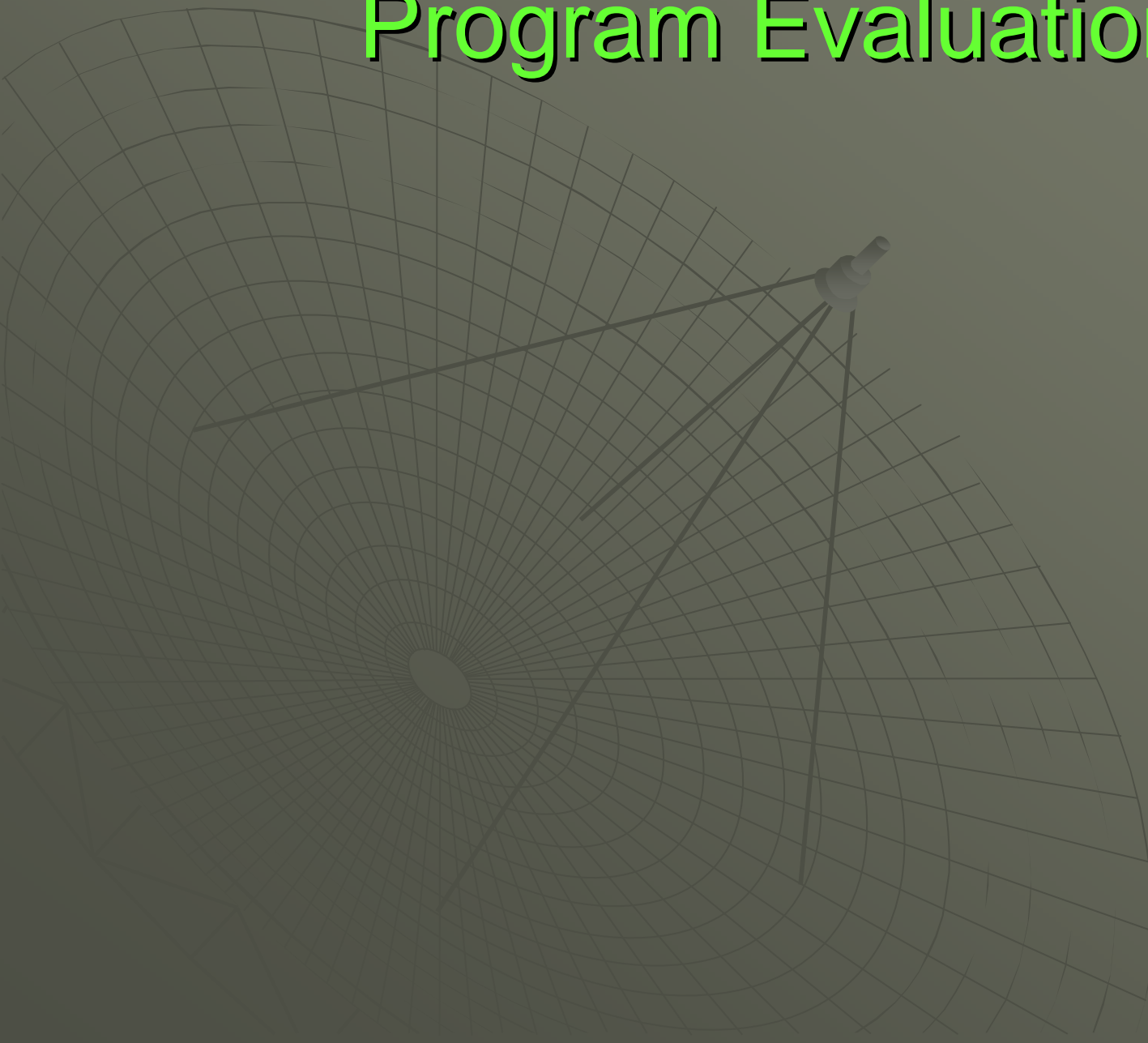
- ◆ Evaluation process, including;
 - Evaluation objectives
 - Methodology for performing the evaluation and analysis of results
 - Criteria for improvement



Program Evaluation



Program Evaluation



Program Evaluation



Questions?